Orders Order / Rev: 711175 Alt Order #: 06301488 MARTIN FOR ATTY GEN Product Desc: KSDK C23C29 Estimate: 10/23/12 - 10/29/12 Kristin Waskie Flight Dates: Primary AE: Original Date / Rev: 10/19/12 / 10/19/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT Smart Media Group Inc/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 814 King Street WEEKLY Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Martin, E/R / Attorney General A35+ New Business Thru: Demographic: **Product Codes:** PL-State/Local Misc Order Separation: 00:15:00

Bill Pl	an	

Priority:

Revenue Codes:

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	31	\$24,190.00	\$20,561.50
10/29/12	11/04/12	3	\$1,410.00	\$1,198.50

P-3

AGY, GEN, POL

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$24,190.00	\$20,561.50	142.50
November 2012	3	\$1,410.00	\$1,198.50	9.30
Totals	34	\$25,600,00	\$21,760,00	151.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	42%	\$25,600.00
Market	100%	\$60,952.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$2,438.10
KETC	0%	\$0.00
KMOV	31%	\$18,895.24
KNLC	0%	\$0.00
KPLR	5%	\$3,047.62
KTVI	18%	\$10,971.43
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln (Cn	Start	End	Inventory Code	вгеак	Start/End	ııme ı	Jays	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 k	KSDK	10/23/12	10/28/12	M-F 430-5p Jeopardy	CM	430-5p	- 7		:30	1 \$	\$550.00 P-3	5.30 NM	0	\$0.00
Spot	ek: 10/2 Ch	22/12 Date Rang		Weekdays - T escription	Spots/Week 1 Start 430-	8550.00 #/End Time 5p	Rating 5.30	<u>w</u>	/eekdays Г	Lengt		Rtg Type 5.30 <i>NM</i>		

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Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Ln Ch S	tart	End	Inventory Cod	le Break	Start/End	Time Da	ays	Len Spo	its	Rate Pri	Rtg Type	Spots	Amount
1 KSDK 10	/23/12	10/28/12	M-F 430-5p Jeopardy	СМ	430-5p	- T-		:30	1 \$	550.00 P-3	5.30 NM	0	\$0.00
Start Da	ate	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/22/1 Spot Ch Dat		10/28/12	- T	1 Star	\$550.00 t/End Time	5.30	۱۸/	eekdays	Longth	Poto	Pta Typo		
See Mo	G 2.2,2	2.3	<u>Description</u>	Stat	VEHO TIME		<u>vve</u>	eekuays	Length	<u>Nate</u>	Rtg Type	•	
[OVER												Ι.	^
2 KSDK 10	//23/12	10/28/12	M-F 430-5p Jeopardy	СМ	430-5p		T	:30	1 \$	550.00 P-3	5.30 NM	1	\$1,950.00
Start Da		End Date	Weekdays	Spots/Week		Rating							
Week: 10/22/1 Spot Ch Dat		10/28/12 ge F	T Description	1 Star	\$550.00 t/End Time	5.30	We	eekdays	Length	Rate	Rtg Type		
1 KSDK 10/				430				- Th		(\$550.00)			
See MG [OVER:	,												
2 KSDK 10/		-10/23/12 N	M-F 430-5p	430	-5p		- T		:30	(\$750.00)	5.30 <i>NM</i>		
⊕ See M		NEED TO E	RF \$8251										
3 KSDK 10/				430	-5p			- Th	:30	(\$750.00)	5.30 NM		
⊕ See M		.EED TO 1	DE 40051										
		NEED TO E 10/26/12 6	BE \$825] 30-7P Wheel	630	-7P			WF	:30	\$1,950.00	5.30 NM		
⊕ MG for										+ 1,000100			
[n/a]	100110	10/00/10	M E 400 E		100.5				4 6		5.00.1114	_	00.400.00
N 3 KSDK 10	/29/12	10/29/12	M-F 430-5p Jeopardy	СМ	430-5p	M		:30	1 \$	550.00 P-3	5.30 NM	7	\$9,100.00
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/1 Spot Ch Dat		11/04/12	M Description	1 Star	\$550.00 t/End Time	5.30	\٨/ه	ekdays	Length	Rate	Rtg Type		
1 KSDK 10/				430			_				5.30 <i>NM</i>		
			,3.6,3.7,3.8										
ina Ne 2 KSDK 10/2		25 to Clear 10/26/12 N	•	6-63	30P		- T	WThF	:30	\$2,025.00	5.30 NM		
_			23.1,19.1,30.1,20				_			+ =,=====			
[n/a] 3 KSDK 10/2	/22/12	10/26/12 N	A E 6D Nows	6-63	20D		т	WThF	.30	\$2,025.00	5 20 NM		
			23.1,19.1,30.1,20		OUF		- 1	W1111'	.30	φ2,023.00	3.30 INIVI		
[n/a]													
4 KSDK 10/2			M-F 6P News 23.1,19.1,30.1,20	6-63	30P		- T	WThF	:30	\$2,025.00	5.30 NM		
[n/a]	10.1,2	21.1,22.1,2	.5.1,19.1,50.1,20	. 1,3. 1									
5 KSDK 10/2				9-10)A			Su	ı :30	\$450.00	5.30 NM		
(th) MG for [n/a]	18.1,2	21.1,22.1,2	23.1,19.1,30.1,20	.1,3.1									
6 KSDK 10/2	/23/12-	10/26/12 N	Л-F 5P News	5-53	80P		- T	WГhF	:30	\$1,875.00	5.30 NM		
	18.1,2	21.1,22.1,2	23.1,19.1,30.1,20	.1,3.1									
[n/a] 7 KSDK 10/2	/23/12-	10/26/12 N	л-F Noon News	12-1	230p		- T	WThF	:30	\$350.00	5.30 NM		
	18.1,2	21.1,22.1,2	23.1,19.1,30.1,20	.1,3.1	·								
[n/a] 8 KSDK 10/	/23/12-	.10/26/12 N	л-F Noon News	12-1	230p		₋ T	WThF	:30	\$350.00	5.30 NM		
_			23.1,19.1,30.1,20		200p		•	***************************************	.00	ψοσσ.σσ	0.00 14101		
[n/a]													
4 KSDK 10	/23/12	10/28/12	M-F 5-6A 5-6a	СМ	5-6A	W	<u> </u>	:30	2 \$	300.00 P-3	2.10 NM	2	\$600.00
Start Da Week: 10/22/1		End Date 10/28/12	Weekdays W	Spots/Week		Rating 2.10							
5 KSDK 10/				CM	5-6A		- F	:30	1 \$	300.00 P-3	2.10 NM	1	\$300.00
2 : . -		E. J.S.:	5-6a	0	5 :	D ::							
Start Da Week: 10/22/1		End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$300.00	Rating 2.10							
					, , , , , , , ,								

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Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
6 KSDK	10/29/1	2 10/29/12	M-F 5-6A 5-6a	CM	5-6A	M	- :30	1	\$300.00 P-3	2.10 NM	1	\$300.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	M	1	\$300.00	2.10			ΦΕΕΟ 00 D 0	0.40.004		#550.00
7 KSDK	10/23/1	2 10/28/12	M-F 6-7A 6-7a	СМ	6-7A	W	- :30	1	\$550.00 P-3	3.40 NM	1	\$550.00
Star Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$550.00	Rating 3.40						
		2 10/28/12	M-F 6-7A	CM	6-7A	F-	- :30	1	\$550.00 P-3	3.40 NM	1	\$550.00
Star	rt Date	End Date	6-7a Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	F	1	\$550.00	3.40					ĺ	
9 KSDK	10/29/1	2 10/29/12	M-F 6-7A 6-7a	CM	6-7A	М	- :30	1	\$550.00 P-3	3.40 NM	1	\$550.00
Star	rt Date	End Date	Weekdays_	Spots/Week	Rate	Rating					ĺ	
Week: 10/2		11/04/12	M	1	\$550.00	3.40						
10 KSDK	10/23/1	2 10/28/12	M-F NBC Today 7-9A		7-9A	- T	- :30	1	\$560.00 P-3	3.80 NM	1	\$560.00
REVISE	D RATE		NDO roday r ort									
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$560.00	Rating 3.80					İ	
11 KSDK			M-F NBC Today 7	7-9A CM	7-9A	W	- :30	1	\$560.00 P-3	3.80 NM	1	\$560.00
REVISE	D DATE		NBC Today 7-9A									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/2		10/28/12	W	1	\$560.00	3.80						
12 KSDK	10/23/1	2 10/28/12	M-F NBC Today 7-9A		7-9A	T	- :30	1	\$560.00 P-3	3.80 NM	1	\$560.00
REVISE	D RATE		NDO roddy 7 ort								İ	
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$560.00	Rating 3.80						
13 KSDK			M-F NBC Today 7	7-9A CM	7-9A	F-	- :30	1	\$560.00 P-3	3.80 NM	1	\$560.00
REVISE	D RATE		NBC Today 7-9A								l	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/2		10/28/12	F	1	\$560.00	3.80						
14 KSDK	10/29/1	2 10/29/12	M-F NBC Today 7-9A		7-9A	M	- :30	1	\$560.00 P-3	3.80 NM	1	\$560.00
REVISE	D RATE		•									
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$560.00	Rating 3.80						
15 KSDK			Sat 6-7A	CM	6-7A	S	S- :30	1	\$250.00 P-3	3.00 NM	1	\$250.00
Star	rt Date	End Date	Sat 6-7A Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	S-	<u> </u>	\$250.00	3.00					İ	
16 KSDK	10/23/1	2 10/28/12	SAT TDY NBC Today Shov	CM	7-9A	S	5- :30	1	\$500.00 P-3	2.90 NM	1	\$500.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	S-	1	\$500.00	2.90						
17 KSDK	10/23/1	2 10/28/12	Sat 9a Sat 9-10a	СМ	9-10A	S	5- :30	1	\$500.00 P-3	4.50 NM	1	\$500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 N18 KSDK		10/28/12	SUN TDY	CM	\$500.00 7-8A	4.50	S :30	1	\$500.00 P-3	5.10 NM	0	\$0.00
אים אים איז	10/23/1	£ 10/20/12	NBC Today Shov		1-UA		.50	'	ψυσυσιού F-3	J. TO INIVI	Ŭ	φυ.υυ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10/2	22/12	10/28/12	S	1	\$500.00	5.10					1	

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KSDK

Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N18 KSDK	10/23/12	2 10/28/12	SUN TDY NBC Today Sho	CM w (Su)	7-8A		S	:30	1 \$	\$500.00 P-3	5.10 NM	0	\$0.00
	rt Date	End Date	Weekdays	Spots/Week		Rating							
	Date Rai		S escription	1 <u>Star</u>	\$500.00 t/End Time	5.10	We	ekdays	Lengtl		Rtg Type		
		?-10/28/12 S ,3.3,3.4,3.5,		7-8	4			Sı	u :30) (\$500.00)	5.10 <i>NM</i>		
[Ne	ed \$750	to clear]											
N19 KSDK	10/23/12	2 10/28/12	M-F 5P News News Channel 5	CM at 5P	5-530P	W-		:30	1 \$1	,250.00 P-3	8.60 NM	0	\$0.00
	rt Date	End Date	Weekdays W	Spots/Week		Rating							
Week: 10/ Spot Ch	Date Rai	10/28/12 nge <u>D</u>	escription		\$1,250.00 t/End Time	8.60		ekdays	Lengtl	h Rate	Rtg Type		
		?-10/28/12 N ,3.3,3.4,3.5,	1-F 5P News 3.6.3.7.3.8	5-53	30P		1	W	- :30	0 (\$1,250.00)	8.60 <i>NM</i>		
[Ne	ed \$1875	top clear]											
N20 KSDK	10/23/12	2 10/28/12	M-F 6P News News Channel 5	CM at 6P	6-630P	- T		:30	1 \$1	,350.00 P-3	8.60 NM	0	\$0.00
Sta Week: 10/	rt Date	End Date 10/28/12	Weekdays - T	Spots/Week		Rating							
Spot Ch	Date Rai	nge D	escription	Star	\$1,350.00 t/End Time	8.60	We	ekdays	Lengtl		Rtg Type		
		?-10/28/12 N ,3.3,3.4,3.5,	1-F 6P News 3.6.3.7.3.8	6-63	80P		- T		- :30	0 (\$1,350.00)	8.60 <i>NM</i>		
[Ne	eds \$202	25 to clear]										_	
N21 KSDK	10/23/12	2 10/28/12	M-F 6P News News Channel 5	CM at 6P	6-630P	W-		:30	1 \$1	,350.00 P-3	8.60 NM	0	\$0.00
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$1,350.00	Rating 8.60							
Spot Ch	Date Rai	nge D	escription	Star	t/End Time	0.00		ekdays	Lengtl		Rtg Type		
		;-10/28/12 N ,3.3,3.4,3.5,	1-F 6P News 3.6,3.7,3.8	6-63	30P		1	W	- :30	0 (\$1,350.00)	8.60 NM		
	-	25 to clear]	M-F 6P News	CM	6-630P	7	,	:30	1 01	,350.00 P-3	8.60 NM	0	\$0.00
NZZ KODK	10/23/12	2 10/26/12	News Channel 5		0-030P	1		.30	і фі	,350.00 F-3	O.OU INIVI	U	φυ.υυ
Sta Week: 10/	rt Date 22/12	End Date 10/28/12	Weekdays	Spots/Week 1	Rate \$1.350.00	Rating 8.60							
Spot Ch	Date Rai	nge D	escription I-F 6P News		t/End Time			ekdays - Th	Lengtl	h <u>Rate</u>	Rtg Type		
Sec	e MG 3.2,	,3.3,3.4,3.5,		0-03	SUP .			- 111	30) (φ1,330.00)	6.60 IVIVI		
		25 to clear]	M-F 6P News	CM	6-630P	M		:30	1 \$1	,350.00 P-3	8.60 NM	0	\$0.00
			News Channel 5		0 0001	141		.00	ι ψι	,000.001 0	0.00 14101		ψ0.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,350.00	Rating 8.60							
	Date Rai		escription 1-F 6P News		t/End Time		We M	ekdays	Lengtl		Rtg Type 8.60 NM		
Sec	e MG 3.2,	,3.3,3.4,3.5,		0.00	, oi		141		.50	ο ₍ φ1,000.00)	0.00 14101		
	· ·	to clear] 2 10/28/12	Sat 6p	CM	6-630P		- S-	:30	1 \$1	,050.00 P-2	6.80 NM	1	\$1,050.00
	D RATE		News Channel 5	_					. •	,			* 1,000100
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
25 KSDK		10/28/12	NC5 at 5P Sun	CM	\$1,050.00 5-530P	6.80	S	:30	1 \$1	,050.00 P-2	6.70 NM	1	\$1,050.00
	D RATE	5,25,12	News Channel 5	_	3 3301		5	.50	. ψι	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	5.7 G 14101	'	ψ.,000.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate \$1,050,00	Rating							
Week: 10/ 26 KSDK		10/28/12 2 10/28/12		CM	\$1,050.00 10-1035p	6.70	- S-	:30	1 \$1	,800.00 P-2	5.90 NM	1	\$1,800.00
			LN (Sa)		•								

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Order / Rev: 711175 Advertiser: Martin, E/R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Ln Ch Start End Invento	ory Code Break Start/Er	nd Time Days L	en Spots Rate Pri	Rtg Type Sp	oots Amount
REVISED RATE <u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/22/12 10/28/12					
27 KSDK 10/23/12 10/28/12 630-7P	Σ 1 ψ1,000.0	0 5.90 W	:30 1 \$1,300.00 P-3	9.00 NM	4 \$975.0
Start Date End Date Week 10/22/12 10/28/12 Week					
Spot Ch Date Range Description 1 KSDK 10/22/12-10/28/12 630-7P W	_			Rtg Type 9.00 <i>NM</i>	
See MG 27.2,27.3,27.4,27.5 [Need \$1950 to clear] 2 KSDK 10/23/12-10/25/12 M-F 430-5	120.50	Tr. 1	ГҺ :30 \$825.00	9.00 NM	
(n/a)	p 430-5p	- 1- 1	.30 \$623.00	9.00 NW	
3 KSDK 10/23/12-10/26/12 M-F 4-5A MG for 28.1,27.1 [n/a]	4-5A	- TW	ΓhF :30 \$50.00	9.00 NM	
4 KSDK 10/23/12-10/26/12 M-F 4-5A MG for 28.1,27.1 [n/a]	4-5A	- TW	ГhF :30 \$50.00	9.00 NM	
5 KSDK 10/23/12-10/26/12 M-F 4-5A MG for 28.1,27.1 [n/a]	4-5A	- TW	ThF :30 \$50.00	9.00 NM	
28 KSDK 10/23/12 10/28/12 630-7P 630-7P	Wheel CM 630-7P Wheel of Fortune	F	:30 1 \$1,300.00 P-3	9.00 NM	0 \$0.0
Start Date End Date Week Week: 10/22/12 10/28/12 1	F 1 \$1,300.0	9.00	Lileur Landh Bale	Dia Tara	
<u>Spot</u> <u>Ch Date Range</u> <u>Descriptio</u> 1 KSDK 10/22/12-10/28/12 630-7P W See MG 27.2,27.3,27.4,27.5 [Need \$1950 to clear]			<u>kdays Length Rate</u> F :30(\$1,300.00)	9.00 NM	
29 KSDK 10/23/12 10/28/12 630-7P	Wheel Sat CM 630-7P Wheel of Fortune Sat	S-	:30 1 \$400.00 P-3	5.80 NM	0 \$0.0
Start Date End Date Week 10/22/12 10/28/12					
Spot Ch Date Range Description 1 KSDK 10/22/12-10/28/12 630-7P W See MG 2.2,2.3		<u>Wee</u>	<u>kdays Length Rate</u> Sa :30 (\$400.00)	Rtg Type 5.80 NM	
[OVERSOLD] N30 KSDK 10/23/12 10/28/12 Thu Pri	me C CM 9-10P	T	:30 1 \$1,400.00 P-3	4.80 NM	0 \$0.0
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/22/12 10/28/12 T-	days Spots/Week Rat				
Spot Ch Date Range Description 1 KSDK 10/22/12-10/28/12 Thu Prime See MG 3.2,3.3,3.4,3.5,3.6,3.7,3	<u>n</u> <u>Start/End Time</u>	<u>Wee</u>	<u>kdays</u> <u>Length</u> <u>Rate</u> Γh :30(\$1,400.00)	Rtg Type 4.80 NM	
[NA/Oversold] 31 KSDK 10/23/12 10/28/12 Footbal	I Night in America€M 6-715p	S	:30 1 \$1,500.00 P-3	6.00 NM	1 \$1,500.0
Start Date End Date Week					
32 KSDK 10/27/12 10/27/12 Sat Prin		0 6.00 S-	:30 1 \$400.00 P-3	0.00 NM	1 \$400.0
Chicag ADD TO SKED Start Date End Date Week		e Rating			
Week: 10/22/12 10/28/12 33 KSDK 10/23/12 10/26/12 M-F 4-5	S- 1 \$400.0		:30 1 \$50.00 P-1	0.00 NM	1 \$50.0
33 KSDK 10/23/12 10/26/12 M-F 4-5 4-5A Start Date End Date Week			.50 I \$50.00P-1	U.UU INIVI	ı \$50.00
Week: 10/22/12 10/28/12 - TWT					

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KSDK

 Order / Rev:
 711175
 Advertiser:
 Martin, E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN

Flight Dates: 10/23/12 - 10/29/12 Estimate: C23C29

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	34	KSDK	10/25/12	10/25/12	M-F 430-5p Jeopardy	СМ	430-5p	T	:30	1	\$825.00 P-2	0.00 NM	1	\$825.00
	W	Star eek: 10/2		End Date 10/28/12	Weekdays T	Spots/Week 1	Rate \$825.00	Rating 0.00						

Totals 34 \$25,600.00